

SUMMARY

All encompassing, seventeen-year marketing professional who has a passion for the entrepreneurial side of business. I have experience in nearly every aspect of marketing, from strategy, advertising, communications, interactive, direct marketing, research and sales. I've worked the client, agency and media side of the business, which gives me a unique understanding and perspective when it comes to strategic positioning and decision-making. I'm a quick study with excellent analytical and interpersonal skills with an ability to relate effectively to individuals in all levels of an organization. My diverse background would be a huge asset to an organization seeking a jack-of-all-trades to oversee its marketing efforts or to play an integral role.

EXPERTISE

- Internet (mar/com, bus-dev)
- Project Management
- Creative Concepts
- Strategic Planning
- Media Buying/Planning
- Budget Control/Forecasting
- Research
- Direct Mail Campaigns

EXPERIENCE

Mike Shubic – Your Marketing Coach

Freelance Marketing Coach/Consultant/Project Manager

- For the past two and a half years I've been assisting small and start-up businesses with their marketing efforts. I have worked with an array of different businesses across many industries, some of whom I have listed on page three.
- I offer strategy, web development, online marketing, on/offline analysis, public relations, identity/creative services, copywriting, and coaching/consulting services.
- I write a monthly marketing column for a local magazine in which I post the articles on my website for visitors to glean useful marketing tips. I also maintain a marketing blog and have samples of some of my work hosted at ShubicMarketing.com
- My vast and broad experience across nearly all marketing channels would be a huge asset for any company looking for someone to oversee their marketing initiatives, especially in the early stages of a startup situation where people often wear many hats.

Nautical Enterprises, Inc

Director of Marketing

- Responsible for marketing and positioning two different yacht dealerships (H&S and Southwestern Yachts) with seven locations throughout California carrying 14 different lines of power and sailing yachts.
- I was brought in to be part of the management steering committee and to help position the company to reach its next level of growth, from a \$50m company to a \$100m in five years. 2004 was a record year of \$58m and '05 is on track to do \$65m.
- Established and managed the first ever marketing budget (2005 budget is just over \$800k), along with a series of quantifiable success metrics, all of which have continued to have month-over-month increases.
- Totally redefined the company's image with new logos, biz pack, websites, brochures, trade show presence, as well as creating continuity with all marketing efforts.

Cold Stone Creamery, Inc.

Regional Director of Field Marketing

- Responsible for an eleven state region with over 180 franchisees (several added each month), and a nearly one million dollar marketing budget.
- Organized and presented marketing programs and information at quarterly market meetings.
- Manage four local-store-marketing managers (in the field) in key markets.
- Assisted in the single largest new product rollout in Cold Stone history with the introduction of its gourmet cake line, which now accounts for more than 17% of sales.
- Responsible for maintaining an annual 5%+ store volume growth rate in my region.

EXPERIENCE
continued**Truth in Advertising, Inc.****Principal**

- I started *Truth in Advertising* to fill a void that existed with the small business owner. Most small businesses do not have the resources to hire a full time marketing person, let alone a full service ad agency, yet they still need professional support. *Truth in Advertising* served the small business owner on a per-project basis, from the creation of identity packages, print/web creative, media planning/buying, copywriting, strategic direction, interactive and multimedia needs, to business plan compilation.
- In order to keep up with the demand and diverse needs of our clients we created a network of freelancers to task out each specific project. We essentially were doing the work of a full service agency without the overhead, which meant lower costs for our clients.
- In addition to assisting small businesses we also took on overflow work from several local ad agencies and eventually merged with Blank Page Advertising. Shortly thereafter we parted ways.

NeoPlanet, Inc. – neoplanet.com**Director of Channel Marketing and Vertical Markets**

- Responsible for many diverse roles as part of the core, initial start-up team.
- In charge of the channel marketing for the sales department, including promotional concepts, budgeting, media planning/buying, trade shows, and copy writing.
- Manage ad agency and oversaw \$750K budget.
- Conceived, created and managed the implementation of MediaPort, the company's first vertical markets vortal. The project was a media portal targeted to the advertising/marketing professional. Played a vital role in identifying the vertical market, creating the possible sales/partnerships, rolling out the strategies, and marketing ideas/solutions, and managing the beta testing and QA processes.

Sales Manager – (East Coast)

- Managed the East Coast sales operation along with 14 indirect sales reps at our rep firm, Phase2Media. Trained sales staff on NeoPlanet offerings, created proposals and participated in the presentation of proposals. Also ran trade shows, and assisted with business development opportunities.
- Promoted to above position after seven months.

The Arizona Republic – ABG (Arizona Business Gazette)**Senior Account Manager/Internet Online Specialist**

- Headed up the ABG's portion of *azcentral.com*. Managed the development and creation of the content as well as the sales/marketing strategies for the site.
- Worked with the Ad Director to manage major accounts, day-to-day operations regarding sales, marketing, employee issues and solutions, and trained the sales staff on the Internet and *azcentral's* web site.

Account Executive

- Sold advertising for this weekly business publication in the categories of Computers, Telecommunications, Automotive and Cellular. Prospected and presented proposals and other AE duties.
- Promoted after one year to the above role.



CLIENTS AND PROJECTS

Client:	TMarra Designs
Work:	Built fully integrated e-commerce website and have been retained to develop an online marketing strategy which will included SEO, PPC, etc.
Client:	City of Apache Junction
Work:	Developed a direction for the image of the community, collateral piece and several ads for the department of Economic Development.
Client:	PassPack.com
Work:	Have been retained to consult on marketing initiatives. Have produced recommendations on business plan, marketing plan, conducted website analysis and have come up with a highly visible public relations stunt for the launch of 1.0.
Client:	Anne Coe Studios
Work:	Designed and created a web site for this famous artist. Future work to include interactive marketing and public relations efforts.
Client:	The Green Carrot – Segway Tours and Rentals
Work:	Developed identity package including logo and brochure. Wrote copy, designed and developed web site. Interactive SEO, domain re-directs and keywords. Wrote and disseminated multiple press releases
Client:	Roll Tech Systems
Work:	Created a new website with SEO strategy and handled PPC campaign for four months.
Client:	Coastline Graphics
Work:	Have worked with a variety of their clients on many types of projects from web development strategies to media buying, to project management.
Client:	“The Wager” Musical by Eugene Anderson
Work:	Handled all of the public relations efforts to promote the debut of this world class musical at the Mesa Arts Center.
Client:	Hire Authority
Work:	Developed logo, biz pack and website for this technical employment recruiter.
Client:	William Down and Associates
Work:	Developed website and continue to consult on marketing initiatives.
Client:	Valentine Cowboy
Work:	Developed marketing strategy, website, SEO and expect to handle public relations campaign. Continue to consult.
Client:	Mighty Interactive Media (MIM)
Work:	Have developed and executed several online media plans for MIM clients, from typical banner advertising to rich media, newsletter and keyword advertising.
Client:	Dolce Vita Active Community (with Mach10Media)
Work:	Developed identity, built website, wrote copy for website and brochure, managed photo shoot and more.

CLIENTS AND PROJECTS
continued

- Client:** **Superstition Mountain Museum (SMM)**
Work: Developed corporate identity (including logo), four-color brochure, wrote and disseminated many press releases.
- Client:** **Erchonia Medical**
Work: Created and updated more than a dozen print ads, creative writing (tag lines for new product and ads), wrote and created e-mail HTML survey, wrote one press release.
- Client:** **Spectre West Builders**
Work: Created marketing strategy/plan, designed new logo and corporate identity.

EDUCATION

- San Diego State University, San Diego, CA – BA Advertising
- Scottsdale Community College, Scottsdale, AZ – General Studies
- Scottsdale Vocational School, Scottsdale, AZ – General Construction Degree

SAMPLES OF WORK

I have many samples of my work, from business plans and strategic project framework, to brochures and direct mail pieces, to press releases and interactive initiatives. I'm happy to supply samples upon specific request...some I can forward electronically and some I have contained within a formal portfolio. Please do not hesitate to make this request.